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ABSTRACT

The questionnaire responses of 768 people from a variety of ethnic groups were analyzed to determine what communication channels were used to link ethnics to their native countries and to provide news of the ethnic community. The relationships between channel preferences and demographics, ethnicity, and communication channel patterns were also examined. The analysis revealed that the four major communication channels used were friends and neighbors (interpersonal communication), radio, local metropolitan daily newspapers, and ethnic-language newspapers. Lower socioeconomic status (SES) respondents relied more on interpersonal communication and on ethnic media, while higher SES respondents turned more to metropolitan media and magazines. Small size of ethnic group was shown to be related to greater importance of interpersonal sources of information--church and correspondence. Suburbanites relied more on metropolitan mass media for news of the ethnic community, while urbanites relied more on friends and neighbors and the church. (FL)

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COMMUNICATION CHANNELS AND INFORMATION FLOW AMONG ETHNICS

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ABSTRACT

Major channels of communication are examined for two major functions: providing news of the ethnic community, and linking ethnics to the "mother country." The four major channels are: interpersonal channels (friends and neighbors), radio, local metropolitan daily newspapers, and ethnic-language newspapers. Size of ethnic group is linked to channel preference, and greater ethnicity is related to a preference for ethnic media for both functions. Lower SES ethnics tend to rely more on interpersonal communication and ethnic media, while higher SES ethnics turn more to metro media and magazines. Channel preference as indicated by respondents is also linked to actual usage patterns.

While there is increasing evidence that ethnicity persists into many generations,[1] relatively little attention has been paid to the role of communication in the maintenance of ethnic identity and the continued development or decline of ethnic cohesion. Information flow among ethnic groups is necessary for the socialization of succeeding generations into patterns of ethnicity. Both interpersonal and mass communication channels are instrumental in the processes which provide continuity to ethnic groups.

Hickman (1968) notes that the assimilation of minority ethnics is frustrated by the way groups handle information and experience. "To maintain ethnic identity, they tend to place thought and action in compartments; potentially conflicting patterns are kept separate." Sengstock (1977) notes that ethnics with greater contact with the mother-country should have stronger ethnic identification. She adds that such mother-country ties slow assimilation if the country is stable. Major ways contact is achieved, according to Sengstock, are travel and communication--including letters, telephone calls, etc. Walsh (1974) looks at push and pull factors in the Irish migration to Britain; informaton is a major pull factor.

Communication within ethnic groups can lead to greater cohesion and stronger ethnic identification. Wheeler (1971) notes that members of a social group tend to hold similar values and may have similar behavior patterns "because of intra-group communication and access to common channels of information. Such information flow is basic to group formation and maintenance. Wigand (1977) notes that interacting with people holding the same values and norms leads to greater self actualization and increased self-esteem. Communication network links

within ethnic groups reflects the extent to which an individual is integrated within that group or community (Deutsch, 1964). Communication is the link between ethnics, their neighborhoods, and the demands of the external environment. Worthy (1977) notes the importance of tenement and neighborhood newspapers in several "fights for survival" in ethnic urban enclaves. Ward and Gaziano (1976) point to the appearance of neighborhood newspapers that seem to meet the needs not fulfilled by the metropolitan press. Functions fo ethnic radio to serve ethnic communities are detailed by Surlin (1973) and Gutierrez (1977). Interpersonal networks are also defining characteristics of ethnic groups (Laumann, 1973).

The exchange of information within ethnic groups is also essential for group mobilization of resources for redevelopment efforts and for securing needed urban services. Ethnic groups in the United States are often concentrated in urban enclaves that face numerous problems. To solve neighborhood problems ethnics need to organize for political activity and self-help efforts. Long (1975) notes the problem of social control and order in metropolitan areas. "While city governments have been regarded as relatively powerless, neighborhoods within cities have shown quite impressive capacity to mobilize the resources of their inhabitants to make quite significant differences in the qualities of their lives." Ethnic neighborhoods with informal local governments can effectively mobilize their resources and secure turf. Sanoff (1971) notes that the chief reason for satisfaction with neighborhoods is not geography or physical characteristics but social factors.

Thus, we need to examine (1) information flow from the mother country for maintenance of ethnic identification and other ethnic

behavior patterns, and as an information base for reacting to foreign policy questions; and (2) information flow within ethnic communities for maintenance of ethnic group identification and cohesion, and for mobilization of resources for community development.

An examination of the literature shows that even basic information about channel usage is quite limited, not to mention linkages to such factors as ethnic identification. We propose to obtain the following types of information as points of departure: (1) communication channels used; (2) how channels are used to fulfill two functions: providing information about the mother country, and providing news of ethnic community; and (3) relationships between channel preferences (for the two functions) and demographics, ethnicity, and communication channel patterns.

RESEARCH DESIGN

Attempting to reach a wide variety of people and groups, we selected 13 of the largest ethnic groups in metropolitan Cleveland and contacted broadly-based ethnic organizations, which were asked to cooperate by providing their membership lists. Samples of 100-250 people drawn from the lists included the following groups: Czech, Greek, Hungarian, Irish, Italian, Lebanese, Lithuanian, Polish, Puerto Rican-Latin American, Romanian, Slovak, Slovene, and Ukranian. A mail questionnaire was sent in November 1976, and respondents were later contacted by telephone to encourage cooperation and answer questions. Some 768 people returned the questionnaire, a response rate of 30 percent. This is reasonably good for mail surveys. Two types of ethnics likely to be under-represented because of the nature of the survey are: ethnics who do not read or write English and who would

have needed assistance in completing the questionnaire, those at the other end of the ethnicity scale, who have an extremely low ethnic identification and are more likely to decide to not participate in the survey. Thus, the sample reflects the broad middle-range of ethnics.

A basic format designed to obtain the needed information was followed in the creation of a questionnaire addressed specifically to each ethnic group. The questionnaires were then pre-tested with representatives of the various ethnic groups.

The questionnaire included the following areas: 1) ethnic mass media communication; 2) metropolitan mass media communication; 3) ethnic interpersonal communication; 4) importance of the communication channels for the two major functions; 5) ethnicity, and 6) demographic factors.

The relative importance of different communication channels was judged for the two functions. Respondents were asked to rank channels in terms of how important they were in "covering the ethnic community." The channels were: television, local Cleveland newspapers, ethnic newspapers and magazines, other magazines, radio, friends and neighbors, and local weekly newspapers. Similar rankings were solicited for communication channels conveying "news of the mother country." Here local weekly papers were not included but correspondence with people in the mother country was added.

For ethnic mass media use the following information was obtained: the number of ethnic newspapers and magazines read regularly, the number of ethnic books read in the past year (in the ethnic language, by ethnic authors, or about the ethnic country), and the number of ethnic radio programs listened to and how often.

Metropolitan mass media communication also included a series of items measuring how often respondents attended to metro newspapers, television and radio. Information obtained included: frequency respondents read the two major daily papers and weekly newspapers, number of hours watch TV, frequency watch TV news, magazines read, and the amount of time spent listening to the radio on an average day.

Interpersonal communication is essential to the maintenance of ethnic communities. Information was obtained about a number of situations for such communication. Respondents were asked to list the ethnic social, religious and cultural organizations to which they belonged; they were then asked to indicate how active they were in each. Respondents were also asked to indicate what percentage of their friends were of the same ethnic group, whether they had relatives in the mother country and, if so, how often they corresponded with them, and how many times they had visited the mother country.

Among the ethnic group characteristics measured were place of birth (foreign born, American born), inter-marriage (spouse also ethnic), language use, preparation of ethnic food, observance of ethnic holidays and customs, intent to socialize children in ethnic heritage, and ethnic identification. Ethnic identification was indexed using five items measured on five-point scales. Items used included such statements as: "I am extremely proud to be (Romanian)" and "My (Slovak) culture strongly affects my daily life." A Guttman scale was constructed for this index (coefficient of reproducibility was .89). Ethnic neighborhood was measured on a five-point scale: "About what percentage of your neighbors would you say are (Polish)--almost all, about two-thirds, about half, about a third, very few, none."

Results

The 768 respondents in the sample consisted of 13 ethnic groups in the following proportions: Czech, 10.4%; Greek, 5.7%; Hungarian 6.5%; Irish, 16.7%; Italian, 6.6%; Lebanese, 6.3%; Lithuanian, 8.2%; Polish, 6.6%; Puerto Rican-Spanish speaking, 7.8%; Romanian, 8%; Slovak, 4.8%; Slovenian, 9.1%; and Ukranian, 3.3%. The sample had a mean age of 49 years, with a range of 18 to 88 years. About 54% were male, the average respondent was a high school graduate, and the average incomce was between $10,000 and $15,000. About 32% of the respondents lived in the city and 68% in the suburbs. Our sample consisted of more "white-collar" workers than "blue-collar" workers. Following the occupation categories of the 1970 U.S. Census tracts, about 54% of our respondents could be categorized as white collar and 19% as blue collar; the remaining 27% included unemployed and retired persons and students. In general, then, our sample tended to be older and higher occupational status when compared to the general population characteristics in the metropolitan area.

Interpersonal communication is the major channel for the flow of information about the ethnic community. As Table 1 shows, friends and neighbors are ranked first, followed by radio, which here reflects the ethnic programs made available by two stations then providing listeners with ethnic formats. There was considerable variation in the availability of ethnic radio programs. The Polish group led the list with a total of 45 hours, 30 minutes of broadcasting each week, followed by Hungarian programs. Though one of these stations has since switched to a rock music format, the ethnic programs have been scattered across the spectrum rather than simply disappearing. Local metropolitan daily newspapers ranked third in providing news of the ethnic community. The

afternoon daily generally received more favorable comments because of a regular ethnic column which provided a calendar of ethnic activities as well as features about events in the many ethnic groups in the area. Ethnic-language newspapers and magazines were fourth. At the time of the survey there were only 13 ethnic-language newspapers published in Greater Cleveland, including German, Hungarian, Jewish, Lithuanian, Polish and Slovenian newspapers. However, accessibility to ethnic-language newspapers would not be limited only to those published in the area; a number published elsewhere are available at area news stands or by mail.

For news of the "mother country," local metropolitan daily newspapers ranked first in importance, followed by friends and neighbors and ethnic language print media. Though there is some shifting in the top four channels, they are the same ones ranked high in importance for providing news of the ethnic community. The high rating of daily papers reflects their traditional function of providing people with more public affairs-international news than other media.

Among the more educated and higher income people, magazines and local newspapers seem to be preferred sources of news about the mother country. (See Table 2) Radio and friends and neighbors are relatively more important sources of information for less educated and lower income ethnics. A Slovenian homemaker interested in preserving her heritage expressed support for existing Slovenian mass media and suggested expanding into television. She added that interpersonal channels are also important: "Since I do not read Slovenian well and speak the language poorly, I find my contacts are mostly in English through book, newspaper, magazine, etc. My Slovenian-speaking friends, relatives and mother relay news of importance to me."

Looking at occupational status, we find blue-collar ethnics placing relatively more importance on ethnic-language media, friends and neighbors, radio and ethnic church, while white-collar ethnics prefer the metropolitan mass media--television, local Cleveland newspapers and magazines. A Lithuanian clerk said metro mass media (television and newspapers) weren't important sources of news because "they don't care" and "are more interested in making a profit."

Table 3 shows that information channels among ethnics are also influenced by some of the spatial variables. Respondents living in more homogeneously ethnic neighborhoods favor radio for ethnic community news, while those in less ethnic neighborhoods apparently prefer local newspapers and ethnic churchs. Size of ethnic group is related to preferred news channels for the two identified functions. For news of the mother country, members of larger ethnic groups tend to prefer television, local newspapers, magazines and radio. Smaller groups rely more on ethnic church communication and correspondence with relatives in the mother country. For news of the ethnic community all of the channels are positively related to size, except for ethnic church. Some differences are also noted in the preferences of city and suburban ethnics. While suburbanites rely more on television and local newspapers for news of the mother country, city dwellers prefer friends and neighbors and the ethnic church. For news of the ethnic community, local weekly newspapers play a more important part among suburbanites; city dwellers tend to place greater emphasis on radio for news of the ethnic community.

Strong ethnicity is clearly linked to the choice of ethnic-language newspapers, radio and ethnic churches as preferred sources of news about the ethnic community and the mother country (See Tables 4 and 5).

Correspondence with relatives abroad is also important for news of the mother country. Metropolitan daily newspapers and television are less favored among ethnics. The position of weekly newspapers is mixed, and interpersonal communication through friends and neighbors appears to be relatively unimportant for either major function.

How is preferred news channel related to actual media use? For news about the ethnic community we find a pattern of positive relationships between reported usage and preferred sources. Positive relationships are found between usage and source preference for television, magazines and metro newspaper reading measures. Positive correlations are also found between ethnic newspaper reading and importance of that news channel; the same relationship is found for radio and listening to ethnic radio programs. Examining interpersonal communication channels, we find a less clear picture. Importance of ethnic church as a news channel is related to church membership, percentage of friends who are of the same ethnic group, and corresponding with relatives in the mother country. However, no relationships are found for the selection of friends and neighbors as primary news channels.

For news of the mother country we find a similar pattern of relationships between preferred sources and actual channel usage. This relationship is found for magazines, radio, television and newspapers. We find positive relationships between actual usage and preferred sources for ethnic newspapers, ethnic magazines, and radio; however, we find all ethnic media usage related to the preference for ethnic newspapers as major sources of news about the mother country. Among the interpersonal communication variables, we find correspondence between usage and source preference for ethnic church and correspondence

TABLE 1

RELATIVE IMPORTANCE OF COMMUNICATION CHANNELS FOR TWO MAJOR FUNCTIONS

News of Ethnic Community	Mean Importance*	
Friends and neighbors	2.60	(548)
Radio	3.15	(510)
Local metro daily papers	3.34	(525)
Ethnic-language papers-mags	3.71	(468)
Television	4.82	(456)
Church	4.97	(523)
Local weekly papers	5.15	(422)
Magazines	5.91	(400)

News of "Mother Country"	Mean Importance*
Local metro daily papers	3.21
Friends and neighbors	3.44
Ethnic-language papers-mags	3.52
Radio	3.74
Television	4.02
Magazines	4.83
Church	5.15
Correspondence from abroad	5.30

*Respondents ranked each set of communication channels, with 1 representing the most important channel, 2 the second most important, etc.

with relatives abroad. Though percentage of friends of same ethnic group is not related to the selection of friends and neighbors as a preferred news source, it is related to corresponding with relatives. Traveling to mother country is also related to correspondence.

Thus, we find a stable pattern of relationships between actual channel usage and selection of mass or interpersonal communication channel as major sources of information about the ethnic community and the mother country.

In summary, the four major channels of communication for the two major functions (providing news of the ethnic community and "mother country") are: friends and neighbors, radio, local metropolitan daily newspapers and ethnic-language newspapers. Lower SES respondents rely more on interpersonal communication and ethnic media, while higher SES ethnics turn more to metro media and magazines. Small size of ethnic group is related to the greater importance of interpersonal sources of information--church and correspondence. Suburbanites rely more on metro mass media for news of the ethnic community, while city-dwellers rely more on friends and neighbors and the ethnic church. Ethnicity is clearly linked to a preference for ethnic media for both functions. Rankings of channels in terms of importance are also related to actual media use.

TABLE 2

Relationship Between Occupation, Education, Income and Preferred Sources of News about Mother Country and about Ethnic Community

Channel Preference	ANOVA F	ANOVA P	OCCUPATION[2] Blue Collar	OCCUPATION[2] Other[1]	OCCUPATION[2] White Collar	(Correlations) Education	(Correlations) Income
A. News of Mother Country							
Television	2.02	N.S.	4.39#	4.02	3.85	.05	-.01
Local Cleveland Papers	4.55	<.02	3.61#	3.44	2.98	-.07	-.12**
Ethnic-language Press and Magazines	3.24	<.04	3.53✓	3.02	3.74	-.00	.00
Magazines	6.21	.01	5.32#	5.03	4.50	-.27***	-.20***
Friends and Neighbors	1.16	N.S.	3.20	3.39	3.53	.02	.05
Radio	3.57	<.05	3.52	3.45	3.94	.21***	.18***
Correspond with relatives	.81	N.S.	5.57	5.11	5.35	.03	.01
Church	6.37	<.01	4.61#	4.87	5.50	.17***	.12**
B. News of Ethnic Community							
Television	.28	N.S.	5.00	4.76	4.85	.07	.07
Local Cleveland papers	1.52	N.S.	3.64	3.41	3.25	-.01	-.06
Ethnic-language press and magazines	3.56	<.05	3.61	3.17	3.93	-.04	-.02
Magazines	.31	N.S.	5.99	5.78	5.88	-.13**	-.04
Friends and Neighbors	1.42	N.S.	2.70	2.70	2.47	-.00	-.06
Radio	8.21	<.001	3.12	2.59	3.42	.11**	.24***
Local Weekly press	.38	N.S.	5.11	5.33	5.15	-.02	-.07
Church	2.80	N.S.	4.91	5.51	4.81	.05	.00

[1] Homemakers coded by spouse. Other category includes unemployed, retired, and student status.

[2] The symbol # is used to indicate that contrasts between white and blue collar ethnics are statistically significant; a check indicates that contrasts between the "other" category and combined white-blue collar ethnics is statistically significant.

[3] * $p < .05$
** $p < .01$
*** $p < .001$

TABLE 3

Relationship Between Ethnic Spatial Variables and Preferred Source of News About Mother Country and Ethnic Community

Channel Preference	Size of Group	City-Suburb (City=1, Suburb=2)	Percentage of Neighbors of same ethnic group
A. Mother Country			
Television	-.12**	-.11*	.05
Local Cleveland papers	-.20***	-.12**	.06
Ethnic-language Press and magazines	.03	.02	.04
Magazines	-.15	-.06	.04
Friends and Neighbors	-.03	.09*	.01
Radio	-.11**	.02	.10***
Correspond with relatives	.10*	.00	-.05
Church	.28***	.11*	.04
B. News of Ethnic Community			
Television	-.16***	-.09*	-.01
Local Cleveland Papers	-.18***	-.05	.09*
Ethnic-language papers and magazines	-.06	.05	-.08
Magazines	-.19***	.04	-.02
Friends and Neighbors	-.03	-.04	.04
Radio	-.08*	.11**	-.11**
Local Weekly Press	-.25***	-.08*	-.05
Church	.63***	-.04	.11**

TABLE 4

Relationship Between Ethnicity and Preferred Sources of News about Mother Country

Ethnicity	Television	Local Cleveland Papers	Ethnic Papers	Magazines	Friends and Neighbors	Radio	Correspond with Relatives	Church
Ethnic Identification	.20***	.18***	-.16***	.11**	-.02	-.09*	-.03	-.04
No. Holidays-festivals	.39***	.37***	-.36***	.04	-.04	-.06	-.15***	.03
Holiday Activity Score	.16***	.15***	-.10*	.07	.02	-.04	-.04	-.05
Other Customs	.22***	.22***	-.15**	.09	-.10*	-.05	-.02	-.20**
Ethnic Cooking	.20***	.27***	-.22***	.21***	.01	-.23***	-.14**	-.09*
Time in U.S.	.25***	.30***	-.21***	.15***	.06	-.04	-.21***	-.02
U.S. Citizen	.06	.10**	-.02	.03	-.01	-.04	-.14**	.05
Ethnic Spouse	.11**	.06	-.12**	.09*	.02	-.08	-.07	-.16**
Talk to children about heritage	.01	.02	-.02*	.02	.05	-.07	.01	-.06

TABLE 5

Relationship Between Ethnicity and Preferred Sources of News about Ethnic Community

Ethnicity	Television	Local Cleveland Papers	Ethnic Papers	Magazines	Friends and Neighbors	Radio	Local Weeklies	Church
Ethnic Identification	.19***	.16***	-.10*	-.00	.01	-.10**	-.02	-.04
No. Holidays-festivals	.31***	.32***	-.34***	.07	.05	-.17***	.18***	-.11**
Holiday Activity Score	.13**	.14***	-.10*	.05	.06	-.06	.16***	-.12**
Other Customs	.21***	.25***	-.19***	.10*	-.06	.04	-.02	-.11*
Ethnic Cooking	.12**	.26***	-.21***	.13	.04	-.20***	.15***	-.11**
Time in U.S.	.19***	.20***	-.18***	.17	.04	-.12**	.20***	-.24***
U.S. Citizen	.04	.06	-.01	.04	-.03	-.06	.03	-.04
Ethnic Spouse	.11	.10*	-.17***	.06	.06	-.15***	-.09*	-.10*
Talk to children about heritage	.05	.04	-.08	-.01	-.01	-.02	-.07	-.03

TABLE 6

Relationship Between Ethnic Mass Media Communication and Preferred Sources of News about Ethnic Community

Sources of News of Ethnic Community	Ethnic Papers	Ethnic Magazines	Ethnic Language Books	Other Ethnic Books	Ethnic Radio Programs	No. Hours Listened to Radio
Television	.34***	.24***	.14**	.03	.13**	.06
Local Cleveland Papers	.33***	.19***	.21***	-.05	.13**	.09*
Ethnic Papers	-.45***	-.28***	-.24***	-.08*	-.19***	-.18***
Magazines	.01	.01	-.01	-.18***	.03	.02
Friends & Neighbors	.11**	-.01	.08*	.01	.14***	.07*
Radio	-.11**	-.09*	-.15***	.10*	-.37***	-.28***
Local Weeklies	.15**	.16**	.10*	-.04	-.00	.05
Church	-.01	-.04	-.09*	.12**	.32***	.23***

TABLE 7

Relationship Between Ethnic Interpersonal Communication and Preferred Sources of News about Ethnic Community

Sources of News of Ethnic Community	Number of Organizations	Activity Score	Correspond with Relatives	Travel to Mother Country	Relatives in Mother Country	Percentage of friends ethnic	Ethnic Church
Television	.34***	.33***	.01	-.08*	.00	.24***	.10*
Local Cleveland Papers	.29***	.28***	.09*	.04	.00	.34***	.18***
Ethnic Papers	-.29***	-.27***	-.08*	.04	-.03	-.25***	.01
Magazines	.04	.08*	.11*	-.04	.03	.10*	.06
Friends and Neighbors	.02	-.01	-.00	.03	-.05	-.01	.13***
Radio	-.15***	-.17***	-.11**	-.11**	-.06	-.22***	.02
Local Weeklies	.04	.04	.09*	.07	-.04	.12**	.16***
Church	.03	.01	-.13**	-.00	.00	-.13**	-.26***

TABLE 8

Relationship Between Ethnic Mass Media Communication and Preferred Sources of News about Mother Country

Sources of News of Mother Country	Ethnic Papers	Ethic Magazines	Ethnic Language Books	Other Ethnic Books	Ethnic Radio Programs	Number Hours Listened to Radio
Television	.39***	.30***	.20***	.10*	.18***	.12**
Local Cleveland Papers	.34***	.29***	.30***	.04	.16***	.15***
Ethnic Papers	-.50***	-.39***	-.27***	-.13**	-.17***	-.19***
Magazines	.01	-.13**	-.02	-.22***	.10*	.07
Friends and Neighbors	.00	-.02	.08*	.14***	.03	.02
Radio	.05	.06	-.06	.05	-.32***	-.26***
Correspond with Relatives	-.02	-.10*	-.15***	-.06	-.02	-.03
Church	.05	.08	-.02	.13**	.13**	.11*

TABLE 9

Relationship Between Ethnic Interpersonal Communication and Preferred Sources of News about Mother Country

Sources of News of Mother Country	Number of Organizations	Activity Score	Correspond with Relatives	Travel to Mother Country	Relatives in Mother Country	Percentage of friends Ethnic	Ethnic Church
Television	.29***	.29***	.07	.04	-.03	.25***	.09*
Local Cleveland Papers	.23***	.23***	.16***	.16***	.03	.30***	.12**
Ethnic Papers	-.27***	-.26***	-.14***	-.09*	-.02	-.28***	.04
Magazines	.06	.08*	.11**	.04	.04	.15***	.13**
Friends and Neighbors	-.05	-.04	.04	.09*	-.04	-.05	.06
Radio	.01	-.03	-.05	-.03	-.05	-.14***	.01
Correspond with Relatives	-.06	-.04	-.30***	-.28***	-.07	-.15***	.11**
Church	-.00	-.02	-.05	.18***	.02	-.00	-.31***

TABLE 10

Relationship Between Metro Mass Media Communication
and Preferred Sources of News about the Ethnic Community

Metro Mass Media Communication	Television	Local Cleveland Papers	Ethnic Papers	Magazines	Friends and Neighbors	Radio	Local Weeklies	Church
No. magazines read	.11*	-.00	-.14**	-.16***	-.09*	.17***	-.04	.06
News magazines	.09*	-.06	.03	-.06	.01	.14**	.04	-.06
No. hours listen to radio	.09*	.07	.03	-.04	-.00	-.07	-.01	.06
National television news	-.11*	-.05	.04	-.00	.07	.05	.02	-.03
Newspaper reading	-.00	-.20***	.06	-.07	-.04	.12**	-.14**	.15**
Local television news	-.05	-.04	.09*	-.00	.06	-.08*	-.01	.04
All evening news	-.08*	-.03	.10*	.01	.07	-.06	-.00	.03
Media Use Score	.02	-.18***	.09*	-.05	-.03	.12**	-.12**	.13**
Total TV Viewing	-.04	-.03	.17***	.02	.04	-.03	.05	-.04
Frequency read daily papers	-.00	-.20***	.06	-.10*	-.01	-.11**	-.10*	.14**
No. dailies read	.03	-.17***	.06	-.01	-.03	.11**	-.06	-.08*

TABLE 11

Relationship Between Metro Mass Media Communication and Preferred Sources of News about Mother Country

Metro Mass Media Communication	Favorite Source of News about Mother Country: Television	Local Cleveland Papers	Ethnic Papers	Magazines	Friends and Neighbors	Radio	Correspond with Relatives	Church
No. Magazines read	.12**	-.02	-.06	-.24***	-.03	.13**	-.06	.15***
News magazines	.08*	.02	-.05	-.17***	.02	.16***	.02	.05
No. hours listen to radio	.07	.06	-.00	-.02	.00	-.11**	.08	.05
National TV news	-.09*	-.03	.01	-.01	.04	.03	-.08	.05
Newspaper reading	-.06	-.30***	.12**	-.07	.01	.08*	.08*	.14**
Local TV news	-.10*	-.09*	.09*	.06	-.02	-.08*	.01	.03
All evening news	-.10*	-.09*	.11*	.04	-.01	-.03	.00	.06
Media Use score	-.05	-.30***	-.14***	-.04	.00	.10*	.08*	.15***
Total TV viewing	-.04	-.08*	.12**	.14**	-.06	-.07	.09*	-.07
Freq. read daily papers	-.05	-.30***	.11**	-.07	.01	.07	.09*	.12**
No. daily papers read	-.00	-.20***	.10*	-.04	.00	.05	.09*	.12**

NOTES

1. For evidence of the persistence of ethnicity in the United States, see Glazer and Moynihan (1963), Greeley (1974), Laumann (1973), Parenti (1967), and Wolfinger (1965).

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